

# **USDA Weekly Retail Turkey Feature Activity**

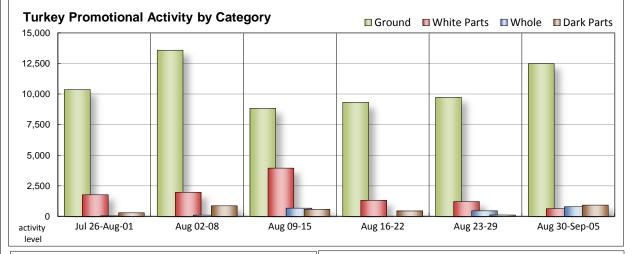
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05.

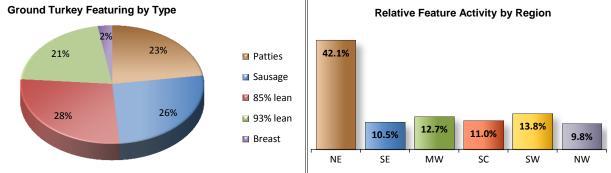
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY											
	Г		Г		LACT	VEAD					
		WEEK		WEEK		YEAR					
Feature Rate 1/		of 23,200		of 23,200	36.7% of 22,500 outlets						
Special Boto 4/		tlets		tlets							
Special Rate 4/ Activity Index 2/		.8% ,120		.9% .730		7% 550					
3/		Wtd Avg	Stores	<u> </u>		Wtd Avg					
WHOLE BIRDS:	Stores	TT CO / CO /	510103	TT CO / CO / CO	510103	er tu / trg					
Fresh - Hens	350	1.94									
" - Toms	350										
Frozen - Hens	50	1.37	260	1.40	10	1.69					
" - Toms	50	1.37	200	1.47	10	1.69					
PARTS:											
Breast:											
Bone-in, whole											
Fresh	270	3.33	370	2.68	20	2.89					
Frozen	50	1.72	80	1.62	830	2.03					
Split, bone-in											
Fresh	10		170	2.99	10	2.79					
Rotisserie	90	7.36	220	8.67	630	6.98					
Boneless, whole	200	4.99			10	4.99					
Cutlets	20	3.99	210	4.56	50	5.18					
Cutlets, thin sliced			130	4.99							
Strips			20	3.99							
Tenders			20	3.99	20	4.55					
Marinated Tenders	1,340	5.30	840	4.43	840	4.66					
Drumsticks	330	2.00	10	1.39	230	1.80					
Thighs	180	1.99			30	2.29					
Wings	270	1.88	20	1.94	120	1.77					
Necks	100	2.07			10	1.59					
Smoked Drumsticks	20	1.79	30	1.99	110	2.10					
Smoked Wings	20	1.79	30	1.99	110	2.10					
Smoked Necks	10	1.89	30	1.76	110	1.92					
GROUND TURKEY:	12,480		9,730		9,780	3.15					
Patties	2,830		1,380		1,780	3.29					
Sausage	3,250		2,370		1,800	3.04					
85% lean	3,440		2,540		2,220	2.49					
93% lean	2,640		2,780		3,100	3.04					
Breast	320		660		880	5.22					
Rolls (frsh/frz 1 lb.)	800	2.83	600	2.55	140	2.23					
Specialty <sup>5/</sup>				4.00							
Patties	20				20	4.14					
93-94% lean	70		640		410	4.00					
Breast	40		60		50	6.51					
Note: rolls & specialty not included in ground turkey total and weighted average.											

This Week's	Turkey	Feature	Highlights	

Labor Day weekend is here, the last holiday of the summer. Feature activity increases with most interest focused on items for the grill. Fresh hens and toms are back in the circulars, along with a few frozen whole turkeys and plenty of kosher turkeys for Rosh Hashanah. Featuring slows on fresh and frozen bone-in breasts; prices are higher. Offerings are light on rotisserie breasts. Boneless white parts ads continue to focus on marinated tenders, an easy item to toss on the grill. Advertised prices are sharply higher this week. Dark parts are fully represented in the ad pages; prices are mixed. Offerings increase on ground turkey; the weighted average price is lower. Shoppers will find all the grinds, except ground breast, almost evenly represented. Deli feature activity slows on service deli and self-service deli. Service deli offerings increase on thin slicing meats; mores stores promote processor labels. Self-service deli offerings are most active on private brands.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



Fri. Aug 30, 2013

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Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	NORTI	HEAST U.S.		SOU	THEAST U.S.	MIDWEST U.S.						
	(CT,DE,MA,MD,N	IE,NH,NJ,NY,PA,F	RI,VT)	(AL,FL,GA,N	S,NC,SC,TN,VA,W	′V)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate 1/	·	74.5% of 4,600 sampled outlets 38.1% of 6,100 sampled outlets						32.4% of 4,200 sampled outlets				
Special Rate 4/	0.0% of stores w	/ no-price promo	tions	0.0% of stores	w/ no-price promo	tions	0.0% of stores w	// no-price promo	otions			
Activity Index 2/		Index = 8,030			y Index = 2,740			Index = 2,200				
nound, much	Price Range Summary			Price Range	Summar	V	Price Range Summary					
	(\$/pound)	Stores V	Vtd Avg	(\$/pound)	Stores V	Vtd Avg	(\$/pound)	Stores V	Ntd Avg			
WHOLE BIRDS:												
Fresh - Hens	1.89 - 1.99	350	1.94									
" - Toms	1.89 - 1.99	350	1.94									
Frozen - Hens							1.69	10	1.69			
" - Toms							1.69	10	1.69			
PARTS:												
Breast:												
Bone-in, whole												
Fresh	2.49 - 3.49	230	3.44									
Frozen	1.99	20	1.99				1.38 - 1.88	10	1.63			
Split, bone-in												
Fresh	2.49	10	2.49									
Rotisserie	6.89 - 8.99	90	7.36									
Boneless, whole	4.99	20	4.99									
Cutlets	3.99	20	3.99									
Cutlets, thin sliced												
Strips												
Tenders												
Marinated Tenders	5.33	110	5.33	5.33	1,150	5.33	5.33	10	5.33			
Drumsticks	1.39 - 2.69	80	2.07	1.79 - 2.69	60	2.04	1.39	10	1.39			
Thighs												
Wings	1.39 - 2.49	40	1.59	1.79	40	1.79	1.39	10	1.39			
Necks	2.29	40	2.29	1.79 - 2.29	60	1.93						
Smoked Drumsticks				1.89	10	1.89	1.69	10	1.69			
Smoked Wings				1.89	10	1.89	1.69	10	1.69			
Smoked Necks				1.89	10	1.89						
GROUND TURKEY:												
Patties	2.50 - 4.99	1,900	3.27	2.99 - 3.79	440	3.22	3.50 - 3.79	220	3.53			
Sausage	2.50 - 4.99	1,770	3.22	3.00 - 4.99	320	3.67	2.79 - 4.99	660	3.48			
85% lean	2.33 - 3.33	1,270	2.75	2.19 - 2.99	530	2.74	1.99 - 3.00	560	2.72			
93% lean	2.68 - 3.99	1,420	3.26	2.68 - 3.00	60	2.77	2.23 - 3.72	310	3.13			
Breast (99-100% lean)	5.38	20	5.38				4.99	180	4.99			
Rolls (frsh/frz 1 lb.)	2.50 - 2.99	200	2.60	1.69 - 2.99	50	2.14	2.99	170	2.99			
Specialty <sup>5/</sup>												
Patties	4.99	10	4.99									
93-94% lean	3.99	50	3.99				3.33	20	3.33			
Breast	6.99	30	6.99									



Fri. Aug 30, 2013

USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	SOUTH	CENTRAL U.S.		SOUT	HWEST U.S.		NORTH	IWEST U.S.		
	(AR,AZ,CO,KS,	LA,MO,NM,OK,TX	,UT)	(0	CA,HI,NV)		(AK,ID,MT,OR,WA,WY) 61.2% of 1,200 sampled outlets 26.9% of stores w/ no-price promotions Activity Index = 510			
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	31.3% of 4,2 0.0% of stores v Activity	00 sampled outlet v/ no-price promo v Index = 1,910	ts tions	18.9% of stores Activit	000 sampled outle w/ no-price promo y Index = 1,730	otions				
	Price Range (\$/pound)	Summar Stores V	y Vtd Avg	Price Range (\$/pound)	Summar Stores V	y Vtd Avg	Price Range (\$/pound)	Summar Stores V	ry Vtd Avg	
WHOLE BIRDS: Fresh - Hens	1.29 1.29	40 40	1.29 1.29							
PARTS: Breast: Bone-in, whole Fresh Frozen Split, bone-in	1.49	20	1.49				2.69	40	2.69	
Fresh Rotisserie Boneless, whole Cutlets Cutlets, thin sliced Strips Tenders				4.99	180	4.99				
Marinated Tenders							4.66	70	4.66	
Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks				1.99 1.99 1.99	180 180 180	1.99 1.99 1.99				
GROUND TURKEY:										
Patties Sausage 85% lean 93% lean Breast (99-100% lean)	3.49 2.79 - 4.99 2.49 - 3.50 3.19 - 3.99 4.39	50 400 700 480 30	3.49 3.04 2.97 3.34 4.39	3.99 3.27 - 4.99 2.63 - 2.80 3.19 - 3.99	200 50 310 230	3.99 4.51 2.78 3.31	3.49 3.19 - 3.66 2.80 3.19 - 3.99 4.39 - 5.59	20 50 70 140 90	3.49 3.30 2.80 3.84 5.26	
Rolls (frsh/frz 1 lb.)	2.79 - 2.99	150	2.95	2.99	210	2.99	2.99	20	2.99	
Specialty <sup>5/</sup> Patties 93-94% lean				5.49	10	5.49				
Breast				Nove (545) 204 4474			5.99	10	5.99	



## **USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats**

Fri. Aug 30, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05.

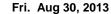
(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAR	Y			NORTHEAST U.S.		SOUTHEAST U.S.				
	This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,N	C,SC,TN,VA,	WV)		
Factoria Bata 1/	75.9% o	f 23,200	82.9% o	f 23,200	68.3% o	of 22,500							
Feature Rate 1/	sto	res	sto	res	sto	res	89.3% of 4,600 s	ampled outlets	;	79.5% of 6,100 s	sampled outl	ets	
Activity Index 2/	45,	570	49,	050	41	340	Activity Inde	ex = 13,960		Activity Inc	dex = 9,300	x = 9,300	
Activity index 21	45,	370	45,	030	41,	340	Price Range	Summary	/	Price Range	Summ	ary	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores Wto	d Avg	(\$/pound)	Stores	Wtd Avg	
SERVICE DELI - Turkey													
Category 1													
Processor Brand	3,460	8.08	3,720	7.83	4,760	7.93		1,560	8.34	6.99 - 8.99	840	7.74	
Private Brand	900	7.30	2,360	7.79	3,290	7.26	6.27 - 8.99	430	7.18	6.99 - 7.99	270	7.49	
Category 2													
Processor Brand	4,700	5.95	4,650	5.83	5,280	5.96		1,760	5.83	4.99 - 6.99	590	6.48	
Private Brand	4,130	6.83	3,990	6.39	1,950	6.05	4.99 - 6.99	1,830	6.19	5.98 - 6.99	660	6.08	
Category 3													
Processor Brand	1,160	3.78	750	4.41	880	3.78		130	4.73	3.99 - 4.49	150	4.36	
Private Brand	70	4.57	1,460	5.00	190	5.34	3.97 - 4.98	60	4.69				
Turkey Ham													
Processor Brand	290	3.25	370	3.28	140	3.87		140	3.41				
Private Brand	20	3.99					3.99	20	3.99				
Turkey Pastrami													
Processor Brand	170	3.62	240	4.21	60	4.57	2.99 - 4.98	160	3.59				
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	4,120	7.74	3,570	7.76	2,340	7.31		1,740	8.04	6.99 - 8.49	1,750	7.64	
Private Brand	1,650	7.33	510	7.68	2,020	6.62	5.99 - 7.99	1,440	7.41	5.99	70	5.99	
Category 2													
Processor Brand	260	5.76	110	4.96	120	5.35							
Private Brand	50	5.25	1,690	5.11	340	5.88							
SELF-SERVICE DELI													
(dollars per tub or pouch)													
Turkey 7-10 oz	0.050	0.07	40.040	0.00	0.570	2.04	0.00 4.00	4.000	0.47	4.00 0.00	4 240	0.00	
Processor Brand Private Brand	9,250 2,500	2.97 2.60	12,310 320	2.88 2.64	9,570 520	3.01 3.07	2.29 - 4.00 2.50 - 3.50	1,930 410	3.17 2.68	1.99 - 3.99 2.50 - 3.69	1,340 480	2.96 2.60	
Turkey 16 oz	2,500	2.00	320	∠.04	520	3.07	2.30 - 3.30	410	2.00	2.30 - 3.08	400	2.00	
Processor Brand	1,870	5.00	1,210	5.18	130	5.46	3.99 - 5.99	360	4.88	4.99 - 5.99	1,430	5.03	
Private Brand	1,070	5.00	1,210	5.10	130	5.40	3.33 - 3.33	300	4.00	4.33 - 3.33	1,430	5.05	
Chicken 7-10 oz													
Processor Brand	8,590	2.96	11,520	2.86	9,230	3.01	2.49 - 4.00	1,580	3.14	1.99 - 3.99	1,240	2.96	
Private Brand	2,380	2.59	270	2.66	520	3.07		410	2.68	2.50 - 3.69	480	2.60	
1 HVate Diana	2,000	2.00	210	2.00	020	0.01	2.00 0.00	710	2.00	2.00 0.00	700	2.00	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)





## **USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats**

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	EST U.S.	SOUTH C	ENTRAL U.S.	SOUTHW	/EST U.S.	NORTHWEST U.S.				
	(IA,IL,IN,KY,MI,MI	N,ND,NE,OH,SD,W	) (AR,AZ,CO,KS,L	A,MO,NM,OK,TX,UT)	(CA,	HI,NV)	(AK,ID,MT,OR,WA,WY)			
Feature Rate 1/	74.00/ -5.4.200	) sampled outlets	67.49/ -5.4.20	0 sampled outlets	60.40/ -4.2.000	sampled outlets	77.3% of 1,200 sampled outlets  Activity Index = 2,490			
		o sampled outlets	•	o sampled outlets	· ·	sampled outlets dex = 3,870				
Activity Index 2/	Price Range	Summary	Price Range	Summary	Price Range	Summary	Price Range	Summary		
	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg		
SERVICE DELI - Turkey	(¢/pourid)	Clored Wild Mig	(φ/ροαπα)	Otoroo Waring	(φ/ροαπα)	Clored Wild Alvy	(φ/ροαπα)	Ctoroc Triaring		
Category 1										
Processor Brand	5.95 - 8.99	510 7.14	6.49 - 9.99	200 7.86	6.99 - 10.99	340 9.09	12.99	10 12.99		
Private Brand	6.99 - 10.99	70 7.50	6.99 - 7.99	130 7.18	0.00	0.00	12.00	10 12.00		
Category 2	0.00	7.00	0.00	100 7.10						
Processor Brand	4.95 - 6.99	1.110 6.05	4.89 - 5.99	830 5.74	4.99	30 4.99	4.99 - 5.99	380 5.88		
Private Brand	4.99 - 8.99	410 6.43	5.99 - 8.99	470 8.22	8.99	280 8.99	5.99 - 8.99	480 8.01		
Category 3										
Processor Brand	2.99 - 4.49	620 3.47	2.99 - 4.49	210 3.63			3.98 - 3.99	50 3.99		
Private Brand	3.88	10 3.88								
Turkey Ham										
Processor Brand	2.98 - 3.99	20 3.26	2.69	10 2.69	2.69 - 3.99	120 3.10				
Private Brand										
Turkey Pastrami										
Processor Brand	3.99	10 3.99								
Private Brand										
SERVICE DELI - Chicken										
Category 1										
Processor Brand	5.95 - 7.99	540 7.05	6.99	60 6.99			6.99 - 10.99	30 9.66		
Private Brand	6.99 - 7.99	140 7.12	0.00	30 3.00			0.00	0.00		
Category 2	0.00									
Processor Brand	4.49 - 5.99	260 5.76								
Private Brand	4.99 - 5.98	50 5.25								
SELF-SERVICE DELI										
(dollars per tub or pouch)										
Turkey 7-10 oz										
Processor Brand	2.49 - 3.98	1,890 2.87	1.99 - 2.69	2,120 2.92	2.49 - 3.50	1,280 2.96	2.49 - 3.50	690 2.81		
Private Brand	2.50 - 3.68	840 2.64	2.50	420 2.50	2.50	270 2.50	2.49 - 2.50	80 2.50		
Turkey 16 oz										
Processor Brand	4.98 - 5.39	80 5.04								
Private Brand										
Chicken 7-10 oz										
Processor Brand	2.49 - 3.98	1,810 2.88	2.49 - 2.69	1,990 2.94	2.49 - 3.50	1,280 2.96	2.49 - 3.50	690 2.81		
Private Brand	2.50 - 3.68	720 2.62	2.50	420 2.50	2.50	270 2.50	2.49 - 2.50	80 2.50		

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)